NAIFA

Mt. Diablo

1043 Stuart Street, Suite 175, Lafayette CA 94549 • (925) 283-2520 • (925) 283-2521

July 30, 2008

RECEIVED
AUG 4 2008
CITY OF LAFAYETTE

Lafayette City Council
Attn: Honorable Mayor Mike Anderson
3675 Mt. Diablo, Suite 210
Lafayette, California 94549

Re: **Life Insurance Awareness Month (LIAM)** National Campaign

Honorable Mayor Mike Anderson,

I am forwarding this letter to the city council to request the issuance of a City Proclamation surrounding a special event for the month of September, referred to as **LIAM**.

I am the **National Committeeman** for the **National Association of Insurance** and **Financial Advisers,** Mt. Diablo chapter in Contra Costa County, which has been in existence since 1957. At our most recent June meeting we celebrated our 51st year as a professional trade association. We are an association of approximately 300+ insurance and financial advisers. The national association has been in existence since post Civil War days, and was originally founded in Boston, Massachusetts in 1890. Nationally we have a membership of approximately 100,000 strong.

The purpose of **Life Insurance Awareness Month** is to educate the general public surrounding the need for insurance. 68 million Americans are without to protect against life's uncertainties, be it the need for life insurance; health insurance; disability income insurance; long term care insurance; auto and umbrella insurance.

During the month of September our national spokesperson for **LIAM** will be Donnie Wahlberg, musician, comedian and silver screen star. He is best known for being one of the musicians of New Kids On The Block. He and his boy band were best known in the 70's and 80's and sold 70 million albums worldwide. He and his band will be together for a reunion tour during the month of September. He is a busy young man and will also be staring in an upcoming movie with Al Pacino and Robert DeNero, two of my favorite actors in Right to Kill.

Donnie will be narrating on the radio and television during the month of September of his and his families' loss, a sister age 44 just five years ago. He and his family were able to come together and support his teenage nephew. Donnie is one of those rare types who owns a lot of life insurance therefore, will share his strong belief and Real Life Story about he and his family. He also has a brother who perhaps is better known as a television host, Mark Whalberg.

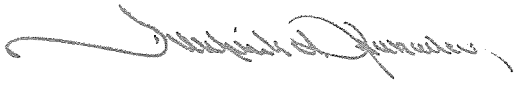
Also, pay close attention to **Newsweek** magazine where there will be many articles surrounding the need for insurance during the Life Insurance Awareness month campaign beginning September 1, 2008.

Governor Arnold Schwarzenneger has embraced **"LIAM"** and is encouraging support on a local level. This is where you come in. Please help us in our quest to educate the people of the greater Contra Costa County by signing this important proclamation. I have included resource pieces from Washington DC, as well a copy from sister cities Santa Barbara, and Los Angeles. Your time will be greatly appreciated in addressing this public awareness issue.

Thank you in advance for your consideration. If you are so inclined to create this proclamation please use the City of Santa Barbara's copy as a template.

Please contact Executive Secretary, Barbara Layson at 925.283. 2520. You can mail or I will be more than happy to come by for this important document.

With kindest regards,



Frederick L. Granados, **FSS, LUTCF**
National Committeeman
NAIFA - Mt. Diablo 2007-2008
LILI Graduate 2005

/flg

Encl:
cc: Barbara Layson, Executive Secretary

EXECUTIVE DEPARTMENT

STATE OF CALIFORNIA

PROCLAMATION

While the death of a loved one is never a topic someone wants to contemplate, it is nevertheless important to plan for life's unexpected occurrences. Making preparations for such an occasion – particularly by having adequate life insurance – can soften the effects of losing a loved one and help to ease financial burdens on the grieving family.

Although eighty-one percent of Americans believe it is important to have life insurance, forty-four percent admit that they lack even basic coverage. Life Insurance Awareness Month is a time to remind all Californians about the importance of being financially prepared for the unexpected death of a family member.

During this month and throughout the year, I encourage Californians to do everything in their power to make sure their loved ones are cared for in the event of a personal tragedy.

NOW, THEREFORE, I, ARNOLD SCHWARZENEGGER, Governor of the State of California, do hereby proclaim September 2007, as "Life Insurance Awareness Month."

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of California to be affixed this 10th day of September 2007.

Arnold Schwarzenegger
GOVERNOR OF CALIFORNIA

Attest:

Debra Bowen
SECRETARY OF STATE

THE WHITE HOUSE

WASHINGTON

August 15, 2006

I send greetings to those observing Life Insurance Awareness Month.

Financial security helps our citizens realize their potential and achieve their dreams. As part of a sound financial plan, life insurance enables people to face challenges and have peace of mind about the future. Americans throughout the country also view life insurance as a means of comfort and stability for their loved ones. Life Insurance Awareness Month is an opportunity to recognize the value of life insurance and its impact on American families.

I appreciate all those who work to raise awareness about the importance of life insurance. Your efforts help provide hope and prosperity for generations to come.

Laura and I send our best wishes.

LAFAYETTE
SETTLED 1848 — INCORPORATED 1968

CITY COUNCIL
Mike Anderson, Mayor
Don Tatzin, Vice Mayor
Brandt Andersson, Council Member
Carl Anduri, Council Member
Carol Federighi, Council Member

PROCLAMATION

WHEREAS, nearly 68 million Americans say they lack the life insurance coverage needed to ensure a secure financial future for their loved ones; and

WHEREAS, life insurance provides financial security for families in the event of a premature death by helping surviving family members to meet immediate and long-term financial obligations and objectives; and

WHEREAS, recent studies have found that when a premature death occurs, insufficient life insurance coverage results in three-fourths of surviving family member having to take measures such as working additional jobs or longer hours, borrowing money, withdrawing money from savings and investment accounts and, in many cases, moving to lesser housing; and

WHEREAS, the goal of Life Insurance Awareness Month is to make consumers more aware of their life insurance needs and encourage them to seek professional advice.

NOW, THEREFORE, BE IT RESOLVED that I, Mike Anderson, Mayor, on behalf of the Lafayette City Council do hereby proclaim September 2008 as Life Insurance Awareness Month.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the City Seal this 11th day of August, 2008.

_____

Mike Anderson, Mayor

3675 MT. DIABLO BLVD., SUITE 210, LAFAYETTE, CA 94549
TELEPHONE: (925) 284-1968 FAX: (925) 284-3169
http//:www.ci.lafayette.ca.us